Five Questions for March 10, 2011: Adam Wills
By Ben Max

RPI grad Adam Wills is CEO of rapidly expanding TurnKey Internet (**www.turnkeyinternet.com**) based on Airline Drive in Latham. The company is one of the first regional firms at the vanguard of "Cloud Computing," a hot technology that uses the Internet and central remote servers to maintain data and applications.

Q. Where did the name TurnKey come from?

A. The "TurnKey" name came from our core business concept — providing an easy to use, complete, and ready-to-go solution for some specific need or problem. I came up with it initially when starting out as a consulting company, since the idea was to have our name convey the product at the same time.

Q. What is TurnKey's mission?

A. Our mission is to provide easy to use ("TurnKey") hosted service solutions that help businesses reduce information technology costs and keep focused on what they do best — running their businesses. Our secret sauce has always been that we make information technology as easy to access as possible and avoid complicated computer hardware or confusing software setup.

Q. Did you start TurnKey yourself?

A. Yes, I started TurnKey Internet by myself in 1999 as a consulting business after selling my share of the regional Internet provider, Global 2000 Communications. In 2002, TurnKey Internet evolved from a consulting company into an Internet service provider that directly sold IT hosted services to business clients in need of websites, email solutions and other communication services.

Q. What is The Cloud and how can regional companies benefit from using it?

A. The cloud, at its most simple form, is a green-friendly, cost-effective way of providing Information Technology to businesses. The cloud lets you take physical computers and software that traditionally would be in your home or office and replace them with lower-cost, green friendly virtual systems that reside in a datacenter somewhere out in the Internet. The green-friendly environment of a properly run data center provides cost savings, while allowing the computing needs of a business to be more efficient, accessible and secure.

Q. Talk about your pending new office expansion. Do you foresee outgrowing that space eventually?

A. Last year we purchased the vacant US Post Office building at 175 Old Loudon Road in Latham, and have been retrofitting it for use as a high-tech datacenter. Once completed later this year, the new building will serve as our primary headquarters for staff, and more than 8,000-square-feet of datacenter space. We had such tremendous growth last year, with a 67 percent year-over-year revenue growth, that we already outgrew the power service of the new building before moving in. That growth has caused a six-month delay in our retrofitting plans for additional power service to be brought to the building. We anticipate filling this datacenter within three to five years, and setting up our next datacenter in the capital region to expand further from there.